

# Wisconsin Economic Development Corporation (WEDC)



## Agency Dashboard Performance

Q4 FY2016

### Economic Development

#### Businesses served - financial

**Metric Definition:** The number of WEDC financial awards committed to businesses.



Goal Met	Current	Previous	Target	Trend
	91	43	45	

**Reporting Cycle** Quarterly (April 1, 2016 - June 30, 2016)

**Additional Details** Derived from all WEDC programs that provide financial assistance to Wisconsin businesses in FY16. Historical data shows the first half of the year is expected to be lower than the second half.

#### Communities served - financial

**Metric Definition:** The number of WEDC financial awards committed to communities.



Goal Met	Current	Previous	Target	Trend
	47	10	17	

**Reporting Cycle** Quarterly (April 1, 2016 - June 30, 2016)

**Additional Details** Derived from all programs that financially assist Wisconsin communities in FY16.

#### Leveraged investment - expected

**Metric Definition** The ratio of additional investment expected to be leveraged as a result of WEDC's financial commitments.

Goal Met	Current	Previous	Target	Trend
	8 to 1	13 to 1	4 to 1	



**Reporting Cycle** Semiannual (January 1, 2016 - June 30, 2016)

**Additional Details** Project leverage for WEDC programs where leverage is an expected outcome. Using a six-month average paints a more accurate picture due to the significant fluctuations when using shorter timeframes. The expected ratio, expected proportion, and ratio of additional investment leveraged as a result of WEDC's financial commitments.

### Efficient & Effective Services



#### Application timeline



**Metric Definition** Average number of calendar days from completed application to award decision date.



Goal Met	Current	Previous	Target	Trend
	26	17	31	

**Reporting Cycle** Quarterly (April 1, 2016 - June 30, 2016)

**Additional Details** The average number of days from receipt of a completed application to when the award approval decision is made and applicant notified. It is typical to see large fluctuations based on factors like complexity of projects and program requirements.

Loan default rate				
Metric Definition	Percentage of loans in default on June 30, 2016.			
Goal Met	Current	Previous	Target	Trend
	6.7%	7.3%	7.5%	
Reporting Cycle	Quarterly (April 1, 2016 - June 30, 2016)			
Additional Details	Percentage of loans past due (90+ days) in principal on June 30, 2016. The target of 7.5% is the two-year average of the WEDC loan portfolio. The national average for economic development Revolving Loan Funds are approximately 10% (source: U.S. Department of Commerce, Office of Inspector General).			

Customer Satisfaction				
Website visibility				
Metric Definition	Website sessions			
Goal Met	Current	Previous	Target	Trend
	145,045	158,039	68,750	
Reporting Cycle	Quarterly (April 1, 2016 - June 30, 2016)			
Additional Details	A session is the period of time a user is actively engaged with your website. All usage data (screen views, events, ecommerce activities) is associated with a session. Our annual target is 275,000.			

Generated leads from marketing				
Metric Definition	Leads generated from marketing activities.			
Goal Met	Current	Previous	Target	Trend
	720	684	875	
Reporting Cycle	Quarterly (April 1, 2016 - June 30, 2016)			
Additional Details	Leads recorded in our customer relationship management system attributable to marketing activities. Our annual target is 3,500.			